

Auburn Endurance Capital Committee Meeting Minutes 5/22/2014

Meeting Date/Time: May 22, 2014, 10:00 a.m.

Location: City Hall, Room 10

Present: Cynci Calvin, Lisa Kodl, Harvey Roper, Robert A. Miller, Jim Northey, Colleen Conley

Quorum: Present

Minutes: April 29, 2014 meeting minutes approved.

Public Comment: none

2013-2014 Work Plan

- Need to be sure to spend allocated funds by the end of June.
- Hats should arrive by May 29 (fulfills the \$1500 budget item for logo wear).
- Need to order ARD Challenge 100 awards (\$1000 budget item)
 - Water bottles
 - Jim and Lisa to decide on specifics
 - Contact Sheryl at for quantities, ARD logo and wording of the Challenge.
 - Cynci to send Lisa the art and the information for ordering via the City.
 - Cynci to find out about ribbons to include with awards.

2014-2015 Work Plan

- City Council meeting moved to June 23 – need to submit plan before that for pre-meeting review by City Council members.
- City funds for projects and commissions may be limited this year due to the possibility of tax dollars from city-based businesses with out-of-their-area satellite locations (i.e. Dwelle) being mandated for state use.
- ECC could use Bike Auburn Funds for seed money.
- ECC will earn money from hat sales to reinvest in more logo wear (no additional funds)
- Website: liven up front page; interactive map (no additional funds).
- Continue to partner with ARD for Challenge 100. (find a sponsor; no additional funds)
- Placer Visitors Center partnership to promote Auburn as a tourism destination
 - Jim Northey willing to attend trade shows with Mora.
 - Budget \$1000 for a monitor to present a slide show of Auburn-area activities.
- ASRA trail maps/trail etiquette guidelines brochure
 - Cynci to get pricing to something similar to the City of Roseville map
 - Includes map of trails, tips, a few photos, links
 - Good to have it fold down to pocket size.
 - Possibly include advertisers to pay for these.
 - Sell maps to pay for these; use Bike Auburn Funds for seed money.
 - Note from Cynci: research shows that 1000, folded, full-color, 17 inches x 11 inches, on gloss paper (not waterproof) will cost about \$600. I think we should include this as a \$1000 budget item in the work plan. We could recoup the costs with sales and if successful do a reprint with advertisers.

Trail Usage & Safety Plan Subcommittee Meeting

- Need to package final meeting findings and email to larger user group email list.
- Get Diana Boyer to assist with this.
- Also need a final rebuttal from WSTF at their next meeting concerning mountain biker access to the 49er Crossing to Olmstead section.

Events

- Amgen Tour of California: street painting on Lincoln Way/Cherry Ave. intersection accomplished the morning of May 11 in time for the Tour's presence in Auburn. Thanks everyone!
- Sept. 7: "Getalong Triathlon"
 - Global BioRhythms event at Cool
 - Equestrian, Run, Mtn. Bike Ride teams
- Western States Endurance Run – June 28, 29. Where's My Runner Tent?

Meeting adjourned at 11:15 a.m.

Next Meeting: Tuesday, June 17, 2014 City Hall, 10 am, room tba

Agenda

- Quorum
- Minutes Approval
- Public Comment
- ECC 2013-2014 Workplan – done?
- ECC 2014-2015 Workplan
- Website
- Events